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Car-Buy-Her Kicks Off 5th Gear Challenge to Educate, Empower, Enlighten, Evolve and Engage 2008 Women in 2008

5th Gear Campaign challenges women to become empowered

/24-7PressRelease/ - January 10, 2008 - Car-Buy-Her is challenging 2008 women to get into 5th Gear by becoming more engaged, educated, enlightened, evolved and empowered when it comes to car buying and maintenance.

Through a multitude of mediums: Internet talk radio, online teleconferences, public workshops, seminars, and podcasts, the company is doing all that it can to help to bridge the gap between women, the automotive industry and their automotive needs.

"Our primary goal as a company is to educate and advocate for women, to make automotive experiences less intimidating and frustrating for women, and to work with the automotive industry (dealerships specifically) to improve customer relations and outreach to the female consumer. We believe we must educate both the consumer and the industry to ultimately bridge the relational gap between the two", says Sheronde Glover, Car-Buy-Her Founder and CEO.

Car-Buy-Her is working with and reaching out to various women's organizations, educational facilities, financial institutions, and automotive dealerships to host or sponsor an event, seminar, workshop or clinic. The company has also scheduled monthly teleconferences for women and has created a downloadable audio, 'The Basics of Car Buying' in order to provide a variety of means for women to get the information and resources they need. The first teleconference is scheduled for January 17 beginning at 7:30 p.m.eastern.

The goal of the challenge is to register 2008 women as Car-Buy-Hers ---- informed, in control and ready to buy. Women participating in any of the workshops or clinics will become official Car-Buy-Hers and will receive a certificate of participation.

Interested parties wanting more information on attending, hosting or sponsoring a teleconference, workshop or clinic, can visit www.car-buy-her.com or call 770-210-0726.

About Car-Buy-Her

Car-Buy-Her is an automotive resource that educates women on car buying and maintenance and assists dealerships with marketing more effectively to women. The company hosts teleseminars, workshops and auto clinics for women and provides training and various programs for dealerships. For more information, visit www.car-buy-her.com